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# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

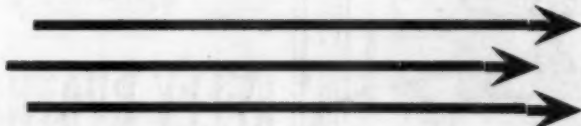
Chief Exponent of the American Nursery Trade

Vol. XLV No. 10

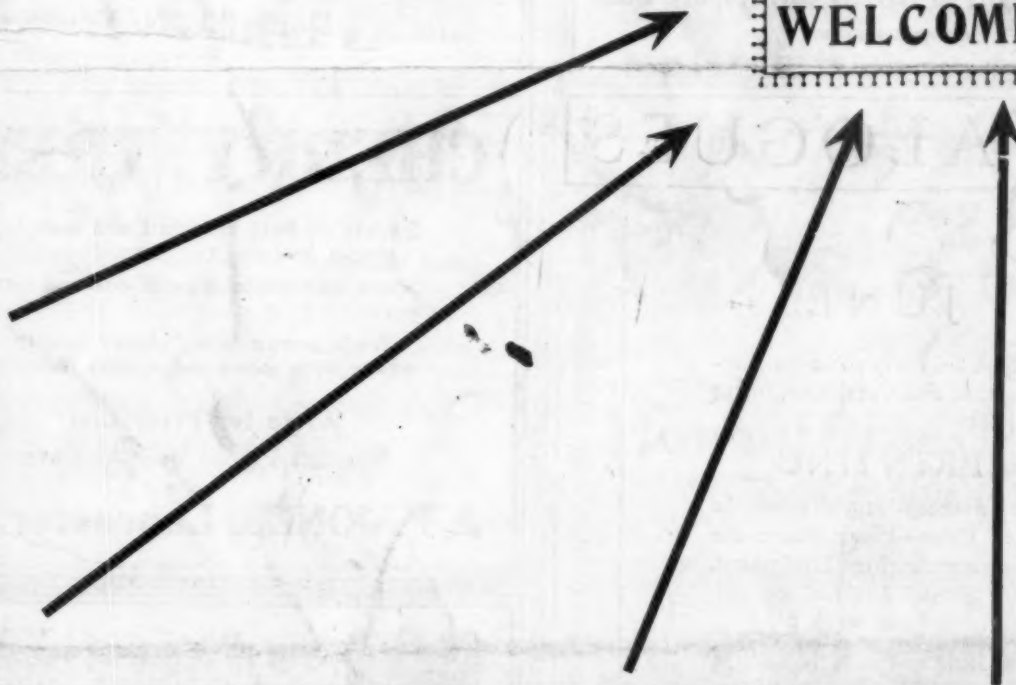
JUNE, 15, 1927

Per Copy 20c

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NURSEYMEN      FLORISTS      SEEDSMEN  
Operating 73 Years      PAINESVILLE      LAKE COUNTY      OHIO      Route 2  
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Shrubs, Privet, Vines  
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Apple—2 and 3 year  
Plum—1 and 2 year  
Peach—1 year*

**C. M. HOBBS & SONS, Bridgeport, Ind.**  
ESTABLISHED 1878

## **CHERRY TREES! CHERRY TREES!**

*The Best That Can Be Grown!*

**SWEET AND SOUR      ONE AND TWO YEAR  
CAR LOTS OR LESS**

**We also offer for 1927  
A General Assortment of**

**Standard and Dwarf Apple  
Standard and Dwarf Pear,  
Plum, Quince and Peach  
TRUE TO NAME**

*Write For Our Attractive Prices*

## **KELLY BROTHERS NURSERIES**

**Dansville, N. Y.**

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is none too early to begin planning that Fall Catalogue, for at its best

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THE DUBOIS PRESS has a long time reputation for the "Plus" kind of Printing. You will be surprised that it costs no more. Write for samples, or

*See Our  
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at Cleveland*

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**Sweets on both mazzard and mahaleb stocks, one and two year.**

**Sours on mahaleb stocks one and two year.**

**Trees grown in a "cherry country" where both sours and sweets flourish.**

**Write for Price List.  
Special Prices on Car Lots.**

**J. F. JONES, Lancaster, Pa.**



**We Extend You  
A Cordial Invitation  
to**

**VISIT US  
THIS SUMMER**

**And inspect our Complete Line of High Grade  
FRUIT TREES, SHRUBS, ROSES  
AND EVERGREENS**

**Include a visit to Huntsville in your summer plans.**

**The Huntsville Wholesale Nurseries, Inc.,**  
**1872      HUNTSVILLE, ALABAMA      1927**



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**SPECIMEN EVERGREENS**  
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**CHERRY, XX**—1 to 1½. Also **XXX** 1½ up.

**PEAR and PLUM, 2 & 3 Year**  
All grades Leading Varieties.

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Send List of Wants for Prices.

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Topeka, Kansas

WE OFFER

Apple, Cherry, Peach, Pear and Plum Trees  
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Spirea Van Houtti, all grades  
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2 to 3 ft., 4 or more canes.

Also lighter grades.  
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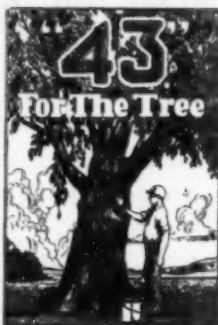
Apple and Pear Grafts, Whole and Piece Root.

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## THIS SPACE

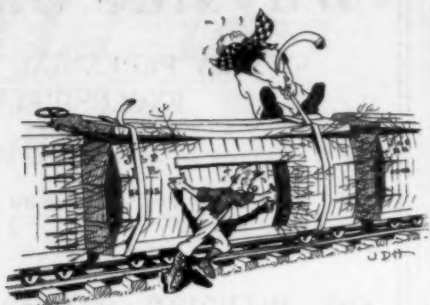
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Twice a Month for the Single Rate

CHIEF EXPONENT OF THE NURSERY TRADE

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### MORE J. & P. STOCK SOLD THAN EVER BEFORE

"I was going to say that 'it's been a J. & P. year,' but Perk says that's stealing Studebaker's thunder.

"But the fact is, it *has* been a J. & P. year. And we want to thank you for it! It kept us stepping to get out the greatest amount of nursery stock we have ever shipped, but we did it—and we tried to show our appreciation by filling orders promptly.

"Now we're all keyed up for a live wire Convention. Hope to see you there and to thank you all in person."

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Also Shade Trees, Shrubs, Evergreens, Privet, Hardwood Cuttings and Seeds.

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— RASPBERRIES —

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Raspberry that out-yields  
all others. Descriptive circular  
and price list on request.



Faribault, Minnesota



# AMERICAN NURSERYMAN ---- June 15, 1927

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of individuals, etc. All photographs will be returned promptly.

**Advertising**—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the caretaker operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copy 10c of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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We offer the following for immediate delivery:

500	Cornus alba sibirica (Coral Dogwood)	2-3 ft.
500	" " "	3-4 ft.
500	Weigela rosea (Pink weigela)	2-3 ft.
500	" " "	3-4 ft.
500	Forsythia Fortunei	2-3 ft.
500	Hydrangea pan. grand. (Hy. Peegee)	18-24 in.
500	" " "	2-3 ft.
600	Lonicera grand. rosea (Pink)	
1000	" morrowi (Morrow honeysuckle)	3-4 ft.
500	" tartarica alba (White Tartarian honey-suckle)	3-4 ft.
500	Rhus typhina laciniata (Shredded sumac)	4-6 ft.
1000	Viburnum dentatum (Arrowwood)	2-3 ft.
1000	" opulus sterile (Common Snowball)	18-24 in.
500	Populus eugenel (Carolina Poplar)	6-8 ft.
500	" " "	8-10 ft.

### Roses

1000	Dorothy Perkins
1000	Excelsa
500	Cl. Baby Rambler
500	White Dorothy
300	Gruss an Teplitz
300	Gen. Jacqueminot
200	Frau Karl Druschki (Snow Queen)
200	LaFrance
100	Marshall P. Wilder

Write us for quotations on this stock—the prices are right.

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Nurseries and Orchards Co.  
LOUISIANA, MO.

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ROSES, SHRUBS, ORNAMENTALS

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CONNECTICUT GROWN APPLE AND PEACH,  
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ROSE STOCKS, Rehandled at Manchester, is your  
Guarantee.

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BARBERRY THUNBERGII SEEDLINGS,  
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Not Enough to go around last season. Buy Now.

CALIFORNIA PRIVET. Graded the BURR way.

BARBERRY THUNBERGII, two and three year.

PERENNIALS, PHLOX, PAEONIAS, Etc.

*Prices and Grades Right*

Fully Represented at the Convention

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Established 1866

61st Year

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TRANSPLANTED ORNAMENTALS

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PERENNIALS

Also a Good Assortment of

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300 Acres devoted exclusively to the growing of  
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For your co-operation in  
making this Spring our  
biggest and most enjoy-  
able season we thank  
you and hope you will  
visit us this summer.

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SPRINGFIELD, NEW JERSEY.  
Wm. Flemer's Sons, Inc.  
PRINCETON NURSERIES, PRINCETON, N.J.



# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLV

ROCHESTER, N. Y., JUNE 15, 1927

No. 10

### THE DOMESTIC PRODUCTION OF CHERRY STOCKS

#### A Matter Relating to Proposed Quarantine of 1930

**O**WING to the proposed quarantine of foreign stock in 1930, it may be of interest to growers of cherry stocks to learn of the results obtained by the New York Agricultural Experiment Station.

During the past fifteen years many crosses have been made between the standard varieties in order to obtain superior kinds. The results have been very disappointing owing to the low germination of seed. To determine which varieties, if any, produce good seed, open-pollinated seeds of a number of varieties were planted. The data obtained from these experiments permit us to draw the following conclusions: First, that early ripening varieties of sweet cherries produce few viable seeds; secondly, medium ripening varieties produce a little better grade of seed; thirdly, that the very late varieties, such as Downer and Oswego (1) produce seed of high germination.

Apparently there is a direct correlation between the time of ripening and viability of seed. If this fact proves to hold in all cases, then Nurserymen should procure their seed from the very late ripening sorts. Many French Mazzard seeds purchased in seasons past from France emphasize the value of checking up the original trees from which the seed is harvested. The cracking of a few seeds would indicate readily whether an embryo was present or not.

(1) A Mazzard seedling that produces a small, hard-fleshed, dark red, very late ripening cherry. Since it ripens much later than any of the 200 cherry varieties which have been grown at the Geneva Station and since its seedlings promise to be valuable for root stocks, this seedling has been named Oswego and the variety will be offered to Nurserymen as a source of seeds for stock.

As to the relative merits of Downer and Oswego as parents, little can be said as both produce remarkably vigorous and strong growing seedlings. Of the two, Downer is the most productive as grown in our orchard. This fact coupled with another that Downer trees have been widely distributed by Nurserymen makes it the more valuable parental stock.

Cherry seed should be stratified or sown before it has dried, otherwise it will germinate slowly. Last year stratified Oswego seed germinated soon after being sown in the open. Dry Oswego seed of the same source planted at the same time did not germinate until this spring.

Montmorency and English Morello seed germinate well, but since sour cherries are of little value for stocks, such seed should not be used.

#### Small Fruits Suggestions

In its report at the last annual meeting the small fruits committee of the Illinois State Nurserymen's Association made this practical comment of interest to Nurserymen:

"The growing of small fruits is increasing at a healthy rate in Illinois. The industry has been shown to be very profitable in recent years, where correct cultural methods are followed and where the new varieties are being grown. These varieties are more hardy, more productive and more disease free than those formerly available. For example, through co-operation with the State Nursery Inspection Service a supply of raspberry plants, free from the new systematic diseases, is now available for general planting.

"The Illinois Agricultural Experiment Station is engaged in the breeding of new small fruit varieties, as well as the testing of all kinds and varieties, new and old, in the trade. It makes recommendations regarding the planting of the most desirable small fruits. These recommendations are being broadcast through experiment station annual reports, circulars, write-ups in the leading fruit papers, talks at the State Horticultural Society meetings, at Farmers' Institutes and in class room discussions.

"The experiment station can be of considerable help in educating public opinion as to the best kinds and varieties of small fruits to plant. There is much demand on the part of those interested in this subject. Indications are that more small fruit will be planted this spring than for some years, especially in the southern, western and northern sections of the state. Illinois Nurserymen thus have an excellent opportunity to provide the plants for planting the certain increase in acreage to be devoted to small fruit culture.

"Considerable improvement is possible in the make-up and descriptive material found in listing small fruits in catalogs. Suggested changes follow:

"At present too many kinds and varieties are being offered for sale. It will be necessary to better educate the public to demand the better small fruits. Novelties should be grouped and discussed as such.

"The descriptive material used is as a rule not sufficiently accurate. Extreme statements regarding varietal characteristics, often repeated, soon lose their original force. A distinction should be made between quality varieties for home use and varieties more suitable for commercial use and shipment. Again, the ripening season should be more carefully checked, especially in describing grape and strawberry varieties. More care should be taken in using a blanket recommendation for the planting of a good variety anywhere, regardless of climatic adaption. Principles and practices involved in the culture of the different kinds of small fruits might well be included in the catalog, such as pruning and spraying suggestions.

"A note should be added calling attention to the cultural information available to the small fruit grower from the experiment station."

#### Women's Auxiliary A. A. N.

The president of the Women's Auxiliary of the American Association of Nurserymen, Mrs. C. W. Vredenburg, 29 N. Water St., Rochester, N. Y., anticipates a large attendance of the ladies who will accompany members of the A. A. N. to the Cleveland convention this month. All the women so attending are invited to consult the secretary of the association, Mrs. Robert C. Young, Route 2, Greensboro, N. C., who will explain the simple procedure of joining the association, the membership fee being \$1.

Mrs. Vredenburg, the president, urges all members, present and prospective, to make a special point of attending the first meeting of the association, at 9 o'clock Wednesday morning, June 22nd, in the Statler Hotel, Cleveland. Mrs. Vredenburg and Mrs. Young will be at the hotel Monday morning, June 20th. Women who are not now members are urged to join the association—the mothers, wives and daughters of members of the A. A. N. being eligible to membership.

Members who have not yet sent in their membership fee for the current year are urged to do so at once and thus relieve the secretary of much work at the convention. Mrs. Young reports that 125 members have already paid their 1927 fee. The official notice reads: "Every member should strive to be at the convention, as Ohio is planning to give us a royal welcome and we need a strong membership as an inspiration to our weak brothers, although eventually we may have to take over the entire management while they stay home and look after the children."

A complete program of entertainment will be announced at the Wednesday morning meeting in convention week.

#### Mr. Watson on Rose Sales

"I should like to read somewhere," says John Watson in Florists Exchange, "a straight-out warning that bench plants ought not to be offered for sale at all, because they are not worth space in the garden; that they are on the market at all only because they are worthless, worn out, used up, exhausted, discarded things; that their sale for what they are—without deception—is an injury to the buyer and a deeper injury to those who grow or sell roses that are fit for garden planting. I have wanted to say that myself, but then my diffidence has kept me (fortunately, perhaps) from saying many things; and my tradesman's interest in growing and selling budded and even own-root roses makes me a prejudiced witness."

Mr. Watson further discussing rose selling, asks: "Why not tell the buyer where the roses are produced? And why shouldn't the buyer be told also what sort of under stocks the roses are budded on? Some growers believe in own-root roses; their saying so does not constitute misrepresentation. Many varieties are best on their own roots. Might we not properly discourage the idea that a rose bed is a permanent planting like an apple orchard?"

Young's Aurora, Ill., Nurseries have the contract for landscaping the grounds of the Earlville, Ill., High School.

## DENVER ATTRACTIONS FOR A NURSERY CONVENTION

### Ample Hotel Accommodations and Lake and Mountain Features

**D**ENVER has the spirit of western hospitality, the open gate and extended hand, and the scenery and surroundings differ from those of any other city of the world.

The word WELCOME set in large letters in an artistic Welcome Arch at the foot of Seventeenth Street will greet delegates of the American Association of Nurserymen, should they decide to select Denver as the 1928 convention city.

Denver excels as a convention city, be-

the Rockies and afford glimpses of the higher mountains in the Continental Divide.

Then there is the U. S. Forest Service Nursery of eight acres containing 3,000,000 firs and spruces, at Monument, fifty miles south of Denver.

Diversity of sports, too, seemingly is without end, from climbing a glacier in the Boulder region, 60 miles from Denver, to bathing in hot mineral waters at Idaho Springs, Glenwood Springs and Manitou.

As for the nimble angler and the wary trout, there is no better or more delightful place for these two to meet than in the splashing streams near Denver—South

throws its vari-colored shafts of light across the water and the music of Denver's renowned band fills the soul with contentment of the enchanted hills!

Denver is different!

#### Specializing In Evergreens

After four years' preliminary work, E. B. Stedman of Newfane, N. Y., is starting this season an evergreen Nursery that will be the largest of its kind in this part of the state. He contemplates planting more than 1,000,000 young trees.

An abandoned apple orchard at the southern extreme of the village which Mr. Stedman purchased this year, says the Buffalo Times, will give him a total of 35 acres to be used for Nursery purposes.

"I am in this business because I like it," declared Mr. Stedman. "After I graduated from the University of Michigan school of forestry, I decided I liked the Nursery game better than that of general forestry, and associated myself with the D. Hill Nursery Company of Dundee, Ill., the largest Nursery for evergreen trees in the world. I remained with this company six years and four years ago came east, bringing with me a supply of young trees of the American Arborvitae variety.

"This was my start. I located here at Newfane, as it is near my old home. I have been at the Nursery business since coming here, and am now ready to launch out on a bigger scale with my increased acreage."

**Legion Memorial Fountain**—At Mt. Morris, Illinois, a Memorial Fountain has been built. The material used in building the fountain is granite boulders of rather small sizes. Young's Aurora Nurseries of Aurora, Illinois, have planned and planted the grounds and set the fountain amid plantings of beautiful conifers.

**Pest Toll in One State**—It has been estimated that California's annual loss to orchard and field crops from insect pests and plant diseases alone in spite of control measures averages above 40 millions of dollars, and that the control of such pests and diseases costs the growers approximately one-tenth of this amount.



**DOWNTOWN DENVER AND COLORADO ROCKIES**  
Courtesy Tourist Bureau, Denver Chamber Commerce

cause of geographical location and transcontinental train service. There is opportunity, also, for enjoying a vacation in the Colorado Rockies before or after the convention.

Convention mileage to Denver is almost uniform because Colorado's capital is about midway between the two oceans.

No convention is too large or too small for Denver, a city of 325,000 people. There is ample accommodation for 60,000 visitors in the hotels. The Municipal Auditorium, seating 10,000, with exhibit space and committee rooms, is the largest of several convention halls within walking distance of the downtown hotels.

Denver's mile-high elevation assures convention sessions in comfort and the call of the mountains is answered in more than sixty side trips by rail or automobile.

In fact, towers and domes of Denver's business district, flanked by beautiful residences, are outlined against the snow-capped Rockies, in the near distance, even in June.

And in the midst of cosmopolitan Denver there is still a touch of early-day romance and history of the cowboy with his woolly chaps, the Indian day-dreaming in his skin tepee, and the pioneer with his overland schooner—a means of early-day transportation that has since been replaced by automobile and train.

Fancy and inspiration lead the way to Indian trails in Denver's mountain parks—which delegates will enjoy in the 65-mile lariat trip by motor car—trails now widened into comfortable automobile roads; or to the ruins of a mining town where prospectors became rich overnight.

The start of this trip is a mile above sea level. One passes the little white frame house where George M. Pullman, as a struggling miner, perfected the idea of railroad sleeping berth accommodations; and before long, Golden, where W. L. Douglas, later governor of Massachusetts, worked as a cobbler in 1867.

Denver's system of mountain park areas, starting 15 miles west of the municipal limits, in the foothills of the Rocky Mountains, are rugged, timbered tracts, noted for their scenic beauty, and connect Denver by good roads, paved part of the way, forming a giant scenic loop. This is the most popular four-hour trip out of Denver, and will give delegates an idea of the front range of

Platte River, Bear Creek or Boulder Creek.

So here in Denver the wanderlust of pioneer times is held entrancingly in vacation fancy a desire that may be realized if American Nurserymen come to Denver next year in June.

A delightful convention innovation, too, is the coining of a golden sunset, say at Cheesman Park, in full sweep of the majestic barrier. Standing here, the Colorado Rockies rise in ecstasy of imagination as the scenic melting pot. This may seem fanciful but is only too realistic as the sun slips behind the templed peaks, and realism takes queer form in the twilight hour, shunning the golden coin of the realm. Then as the curtains of night settle over the city, twinkling lights make of the fairy tale a reality. The electric fountain in City Park



**HAIRPIN TURN ON BERTHOUD PASS**  
Edge of Denver's System of Mountain Parks  
Courtesy Tourist Bureau, Denver Chamber Commerce



## AMERICAN PLANT PROPAGATORS ASS'N.

E. M. JENKINS, Winona, O., Secy.-Treas.

As announced in the last issue of the *American Nurseryman* the American Plant Propagators Association will hold its annual meeting at the Hotel Statler, Cleveland, O., June 21st at 8:15 p. m. The main address will be by Dr. Crocker of Boyce-Thompson Institute, Yonkers, N. Y. A constitution will be presented for adoption.

### At Southern Points

Chase Nursery Co., Chase, Ala., commenting in *Southern Florist* says:

"While the production of Nursery stock may be larger this coming year than for several seasons, yet we believe that all the good stock produced will find a happy home at a reasonable price. Sometimes we are asked if the saturation point will not soon be reached in ornamental Nursery stock, and usually our reply is that the real market has not yet been touched. Observe, as you ride through any section of country, the hundreds of thousands of homes with no attempt whatever toward ornamentation. If each farm house in America would plant ten standard shrubs, how many years would it take the American Nurserymen to fill the demand? The same thing applies very largely in every town and city in the United States. We do believe that the people as a whole are aroused to this matter of planting shrubs and trees as never before, but again we say that the real market has scarcely been touched.

"The problem is to create a desire in the heart of the home owner, rich and poor alike, for beautiful home surroundings. A good deal of publicity along this line the past year has helped wonderfully, and the radio talks in various sections of the country have added materially in awakening the people to a realization that their home premises are bleak and barren and the transformation made possible by a few shrubs, roses, etc."

John Fraser, Jr., Huntsville, Ala., Wholesale Nurseries, has just completed a trip over a good section of the country, calling upon Nurserymen and florists. He says: "We find many more are planting evergreens and shrubs than usual, and in our opinion there is going to be an over-production of both evergreens and shrubs in the next few years. There is also danger of an over-production of roses, but of course roses are more susceptible to loss between time of planting and time of harvesting, and on that account it is possible that the over-production of roses may be farther away than in some of the other lines."

If the 10,000,000 Christmas trees used annually in the United States were harvested from one big plantation with trees ten feet apart, thirty square miles would be laid bare, and if planted in a single line ten feet apart the trees would extend 19,000 miles or about three-quarters around the earth.

Such is the proportion of the Christmas tree industry in this country, and each year the mooted question is revived as to how such an industry, essentially destructive on the surface, can possibly fit in with the policy of conservation gradually being developed in this country.

The best solution of the matter lies in the planting of the idle acres, advises the U. S. Forestry Service. And it is interesting to note that this is being done more and more by private land owners, for it has been demonstrated beyond the experimental stage that the culture of Christmas trees is a paying proposition. The Forest Service advises land owners who are realizing no return from lands to plant young Christmas trees and harvest them within ten to fifteen years. To wait so long for a return on an investment is discouraging to many, but many an acre has lain fallow for greater periods, yielding no returns at all and losing its fertility in the bargain.

A seasonal reminder is a shovel-handled wooden dibble suitable for commercial use, supplied by Oliver Ames & Sons Corp., North Easton, Mass.

### Railroad Achievement

There never have been people so dependent upon railroads as Americans, says Collier's Weekly. Our railroad mileage—over 250,000 miles—would more than girdle the earth ten times. It is greater than the total mileage of all the railways of England, Ireland, Scotland, Wales, Canada, France, Germany, Italy, Austria, Belgium, Sweden, Switzerland, Argentina, Japan, Australia and South Africa.

The balance still remaining is more than twice that of China.

Every year we produce about 80 billion dollars' worth of manufactures and crops. Every year we pay the railroads about 6 per cent of this sum to move these products to consumers.

The threat of truck transportation, the enlightenment of a younger generation of railroad men who are this day coming into power, a better understanding of the fundamental principles of commerce, cooperation among railroads—all these elements, added to government regulation, are leading to the new efficiency in railroad service. It



Enjoying Echo Lake in Mount Evans Region

### Denver Tourist Bureau

is cheaper to run railroads with good equipment than with poor; it is far less expensive to operate them with well-paid, efficient employees than with underpaid, dissatisfied and discontented employees. And every cut in railroad costs in these days of "enlightened self-interest" means better railroad service.

The best and most important news in America today and the surest promise of future prosperity and stable business is the message:

"The railroads have come back."

## Thousands of Domestic Stocks at Geneva

Several hundred thousand seedling stocks for fruits are already growing on the grounds of the Experiment Station at Geneva as part of the Nursery Investigations begun this spring. Now that the Federal quarantine is going into effect in 1930 to prohibit the importation of Nursery stock, the Nursery industry in America is interested in a domestic supply, and because of the emergency nature of the situation this phase of the work is the first to receive full attention.

The stocks being grown include seedlings from seed of many classes and from many sources. It is already evident that seed from some varieties of cherries, for example, will make good growth in one year while other varieties fail badly. Seed from some Mazzard cherries germinates well, while seed from others germinates poorly. Rome Beauty and Ben Davis apple seed give uni-

### To Plant 5,000,000 a Year

It is announced by Charles L. Van Schaick, superintendent of forests for the St. Regis Paper Company of St. Regis Falls, N. Y., that this year the company will plant 1,500,000 trees on Adirondack tracts and 5,000,000 each year hereafter.

The paper company is making the largest contribution to reforestation on record in New York state, officials declare.

The work was started in 1921. Since that time 5,186,000 trees have been planted, 150,000 of which were killed by forest fire. The company has its own tree Nursery, producing 5,000,000 seedlings each year.

The company owns vast tracts of Adirondack lands in the wilderness of Franklin and St. Lawrence counties, suitable for reforestation. It plans to plant every acre.

Trees adapted for farm wood lot and wind break plantings will be distributed in considerable quantities this spring by the forestry department of Washington State College, Pullman, Wash., in co-operation with the federal government under the Clarke-McNary law, according to E. H. Steffen, head of the department of forestry.

More than 200,000 trees are growing in the Nursery at the college, from which many of these trees are shipped, and an increase in plantings is expected during the 1927 season. Black locust, English oak, Red oak, Silver maple and a number of other varieties are available for distribution.

"On first thought," says Professor Steffen, "it would seem that planting in wood lots is a hopeless task since the person would grow old waiting for the trees to reach a desirable size. When it is recalled, however, that an acre of land, planted to cottonwood when the United States went into the World war, would yield 10 cords of four-foot wire wood at present, the advantages are not hard to believe."

### Landscape Architect Solution

Clarke Nursery Co., San Jose, Cal., says with regard to sales of Nursery stock to landscape architects: "In the case of landscape architects who are not Nurserymen but who buy to resell again, we allow them a price intermediate between straight wholesale and prevailing retail rates, but we come out flatfooted and either get their assurance that the goods will be passed on to their clients at regular retail prices or else we don't take their order. Our motive here is to protect our regular Nursery customers. Believe the whole question would be solved if every Nurseryman would make of every landscape architect the requirement that I have indicated."

Despite the calamity howlings as a result of quarantine regulations, the *Southern Florist* publishes a leading article declaring that the Gulf states and the Pacific Northwest will probably produce the nation's future narcissus supply!

form, vigorous seedlings. Baldwin seed is variable and seedlings lack vigor. All this will be of immediate value to collectors of seed in this country.

Whether it is possible to grow all classes of stocks and what is the best method are the problems that are receiving attention. Some seed has been planted in the fall and some in the spring; some stored dry and some stratified in various ways. The results even now show clearly that certain kinds of seeds need one treatment and other kinds another, though in general they should be stored in a cool, moist place for six or eight weeks before they are expected to germinate.

Some lots of seed have lain dormant, while seedlings from other seed are making good growth. Buried in wet sand or moss and stored in an ice house or refrigerator has given high germination of most fruit seeds.

## EFFECT OF SOURCE OF NURSERY STOCK ON ORCHARDS

By Prof. W. G. Brierley, University Farm, St. Paul, in Minn. Horticulturist

In selecting Nursery stock for planting in Minnesota where the winters are often severe the question arises as to the effect of the source of such stock upon hardiness. The hardiest varieties have been determined by years of experience and by research, but at times even the hardy varieties have failed. This has led to the belief that a hardy variety when grown in the South lost its hardiness and would not be suitable for planting in the North. However, investigators here and elsewhere have shown that varieties are generally stable in their characters and performance. From such observations and experiences it has been apparent that something more than the hardiness of the top has been involved. The method of propagation and the relative hardiness of the stock root undoubtedly contribute to the performance of the tree as a whole.

Different methods of propagation are found in the Nurseries, and a variation in the hardiness of roots has been clearly shown. The hardiness of a tree and its usefulness for planting in the North evidently depends upon (a) the hardiness of the top, (b) the hardiness of the root, and (c) the method of propagation. All of these factors must be considered in the question of the value of Nursery stock from various sources.

In order to obtain data from actual tree behavior in the orchard an experiment was started in 1916 by Richard Wellington, then of this Station. Ten trees each of the varieties Oldenburg (Duchess), Wealthy, McIntosh and Jonathan were obtained from Nurseries in Minnesota, Missouri, Alabama, Oregon, New York, and Maryland. These four varieties were selected as offering a range in hardiness among the kinds more or less commonly found in Minnesota orchards. An effort was made to obtain trees of uniform age and propagated in the same way, but this was not found to be possible due to differences in the Nursery practices in the several states. From New York, Maryland, Alabama, and Oregon two-year-old budded trees were obtained. From Missouri the Oldenburg (Duchess) and McIntosh were one-year budded trees and the Wealthy and Jonathan two-year grafted trees. The Minnesota grown trees were three-year root-grafted trees. In all cases the trees were propagated on French crab roots. The Minnesota grown trees were not as large nor in as good condition as the others. Crown gall infection is mentioned in the record sheet of many of these trees. The trees were planted in a clay loam soil on a level site at University Farm. The stock from the different sources was planted in blocks running east and west, with the blocks of a single variety in line from north to south.

This orchard has been carried along until the present time, for the most part under cultivation. Crowding, due to close planting, necessitated the removal of a large part of the trees in 1920. All the Jonathan trees died or were so badly winter injured that they were of no value by that time.

Estimates of comparative vigor and size of the different blocks of trees have failed to indicate any great difference in the behavior of the surviving trees from different sources. The Minnesota grown trees generally ranked low in size and vigor but such differences were not great. This low ranking has been attributed to the poor condition of the stock when planted and the trees clearly cannot be regarded as truly representative of Minnesota Nursery stock. Caliperings the trunks showed as much variation among the trees from a single source as between trees from different sources. The individual trees which were the largest and most vigorous when planted generally maintained this greater size and vigor regardless of the source of stock. However, to the casual observer there is not enough difference in the surviving trees to lead him to believe they were not originally from the

## THREE DECADES OF NURSERY TRADE JOURNALISM

### A Trade Record Which Can Never Be Duplicated

Wherein Is Presented, Not What Will Be Done But What Has Been Done and Is Being Done By

THE AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

**T**HE editor of the American Nurseryman originated Nursery Trade Journalism in America thirty-five years ago.

2—He was the first to elicit expression of opinion by Nurserymen, through the columns of a trade journal, on live subjects of practical value to the trade.

3—He was the first to boost for the American Association of Nurserymen and for an increase in its membership; arguing year after year that when practical advantages and a limited membership total were established there would be a waiting list of those who were knocking at the door, instead of continual solicitation on the part of the organization.

4—He was the first to recommend and persistently to urge reorganization of the American Association of Nurserymen which was accomplished in 1915, from which time dates the nation-wide influence of that organization, as was predicted.

5—He was the first to propose that the American Association of Nurserymen should not only have a membership committee but that all applications for membership should be passed upon by that committee after due examination of the qualifications of the applicant; that ability to present a check for the membership fee was not sufficient.

6—He was the first to urge adoption of the principles of a Code of Ethics and long argued the importance of this subject. This agitation resulted finally in the insertion of Section 9 in the constitution of the A. A. N.

7—He was the first to propose and urgently to argue for, the establishment and maintenance of an A. A. N. Vigilance Committee. So novel was this idea that its real purport was not grasped by the committees annually appointed until two or three years had elapsed, when it began to function normally.

8—He was the first to argue that the duties of the Vigilance Committee should apply to transactions between a Nurseryman and a planter as well as between members of the trade. This novel idea was finally put into operation, as shown by Vigilance Committee records.

9—He was the first to propose systematic publicity—indeed, any kind of organization-backed publicity—for the American Nursery Trade.

10—He was the first to demonstrate that a Nursery inspector is an ally and not an opponent in good business practice; that a certificate of inspection is a strong selling point. Cooperation with state entomologists and their representatives is now general in the trade.

11—He was the first to exclude from a Nursery Trade Journal advertisements of unreliable concerns.

12—He was the first to question the policy of the current waiver of guaranty: "We give no warranty, expressed or implied, as to quality of any Nursery stock we sell;" also the announcement that the responsibility of the Nurseryman ceases before the delivery of the goods to the purchaser.

13—He was the first to publish an adequate report of a convention of a Nursery trade organization and has maintained through three decades annual reports of proceedings of the American Association of Nurserymen aggregating pages in space as compared to columns elsewhere, outside of the official reports.

14—He was the first to suggest the formation of an American Federation of Horticulture, or Congress of Horticulture.

15—The American Nurseryman was first to carry advertisements in the columns of a Nursery trade journal beyond the subscription list and to the entire trade.

16—To give a semi-monthly and weekly trade journal service.

17—To suggest affiliation of state and regional Nursery associations with the national organization.

18—To feature seasonal trade reports on crop and market conditions.

19—To boost for Market Development as the outgrowth of trade publicity.

20—To uphold Government protection of American agriculture and horticulture from foreign insects and diseases.

21—To place a Nursery Trade Journal on the desk of every Nurseryman in the country.

22—To publish an illustrated history of the American Association of Nurserymen from the date of its origin.

23—To maintain for years, exclusively in a trade publication display advertisements citing the advantages of membership in the American Association of Nurserymen at times extending such space to cover an entire page.

24—To preserve in periodical form the activities of the American Nursery Trade in all phases and in every section—a trade record exclusive in kind, comprehensive in character and complete to date.

American Fruits Publishing Co., Inc.  
P. O. Box 124, Rochester, N. Y.



same Nursery. No crop records have been kept as the orchard adjoins a paved highway and the fruit disappears before it ripens. However, estimates of the set of green fruit showed no appreciable difference in fruiting behavior of the surviving trees from different sources.

As the results from this first planting were not very satisfactory, another block of Oldenburg (Duchess) trees was planted on the same general site at University Farm in 1920, 15 trees coming respectively from each of two Nurseries in Minnesota, from one in Missouri, and from one in Maryland. The trees from Missouri were budded on French crab roots, but the others were all root-grafted on the same kind of stock. The trees were kept under clean cultivation without cover crops.

The obvious conclusion which can be drawn from these experiments is that the behavior of a variety in a locality depends more upon the method of propagation than upon the place where the Nursery stock was grown. It is evident that hardy roots are as necessary for successful growth in Minnesota as hardy tops. French crab roots are generally too uncertain in regard to hardness to warrant their use in Minnesota unless so handled in the Nursery propagation that they may be set deeply in the orchard soil. When a French crab seedling is budded some of the stock remains at or close to the soil surface where winter injury may be expected. When whole roots are used for grafting the same undesirable condition may be obtained. When piece roots are used with long scions the root of unknown degree of hardness is certain to be set deeply in the soil where winter injury will not be generally expected and hardy cion roots may frequently develop. It is significant that these losses were comparatively small, although the length of scions used in propagation varied. By placing the more or less tender French crab roots deeper in the soil the injury to these roots was markedly less than in the case where the trees were propagated by budding. That the practice of using a root of unknown hardness, even

with a long scion, is not entirely safe may be seen from some results in another study at University Farm in which root killing has occurred to a depth of 14 to 16 inches.

In late years the practice has been developing among Minnesota Nurserymen of growing seedlings from hardy apple or crab varieties for use in propagating. Whenever such generally hardy seedlings are used there is a high degree of probability that a hardy variety will have a hardy root, regardless of whether the propagation was by budding or root-grafting. This is an obvious advantage which should be given due weight when selecting Nursery stock for planting in the North.

John Nordine, Lake City, Minn., of Jewell Nursery Co., said during the discussion:

"Now I happen to be connected with the Nursery business in this state. We have carried on experiments on how to produce the most hardy tree that we can give to the planters. We have tried out the budding process. We have also tried out the one fashion of grafting, wood grafting, and another method of wood grafting. We have set these trees on our own ground and checked up, and we find that where a tree was grafted with a long, good, liberal scion, say of six to seven inches, and only a small piece of root about three inches long, produced sometimes from our own seed, grown right here in this state, but we do not trust that any more than we do trust the French crab root. In order to be sure that we get a tree that will be what we want it to be, we use a very small piece of root, even of our native roots, for this purpose. When the graft is set, it is set way down in the ground so there is just the top bud sticking out. This puts the root piece so far down in the ground that whether it be very hardy or very tender it does not matter very much, because it serves only for the purpose of starting that tree. After that tree is started we find that it throws out roots on the scion part which is absolutely the hardest root system that ever can be put on a tree. This kind of a tree you do not find in Missouri or Maryland. They produce their trees by bud-

ding, in most cases, because it is the cheapest way.

"When you get a tree on their own roots of a Duchess or a Hibernial there is absolutely no danger of any condition in this country that will kill that root. You have something that is dependable. And when you come to pick your apples you will find that you have a larger yield from trees that are on their own roots in that way than you do have from a tree raised by a short scion and a high root in which you bring the root so high up near the ground that it might in a severe winter get root injury. That retards your tree and it starts all sort of trouble, crown gall included, right with it."

### Rochester Rose Society

Owing to the extreme uncertainty of the weather, the Rochester Rose Society has not yet set the date for the annual rose show to be held this month.

The executive committee, however, has made all necessary arrangements to enable rose growers to plan their exhibits—wind and weather permitting—and has secured an unusually attractive list of prizes. In addition to the Class 1 Special, open to members only, in which many silver cups, vases and cut glass bowls are offered as prizes; there is a special prize list, open to members and non-members, in which the prizes are bowls, books on rose culture, dusting materials and dues in the Rose Society. There are also two ribbon awards. Only non-professional rose growers may compete for prizes but professionals are invited to show their roses at the exhibition.

John Dunbar, former assistant superintendent of Rochester parks, is honorary chairman of the Rochester Rose Society and Calvin C. Laney, commissioner of parks is honorary vice-chairman. Other officers are: President, Milton E. Gibbs; first vice-president, Mrs. T. A. Whittle; second vice-president, Paul C. Seel; corresponding secretary, F. G. Cummings; recording secretary, Lottie H. Croughton; treasurer, J. L. Willard.

## BARBERRY

Seedlings

Transplants

## EVERGREENS

Seedlings

Transplants

## APPLE

Baldwin

McIntosh

## GUARANTEED

Quality

Service

## QUANTITY UNLIMITED

**We need your business. It will pay you to look us up at the Convention in Cleveland.**

## GARDNER'S NURSERIES

Rocky Hill,

Connecticut

## To the Trade

A Splendid collection of Specimen Evergreens for August, Fall and Spring delivery in carlots or less.

### NEW AND RARE THINGS OF ESPECIAL INTEREST TO NURSERYMEN

*Kolkwitzia amabilis*, Beautybush  
*Tsuga caroliniana*, Carolina Hemlock  
 Malus, Flowering Crabs in large variety  
 Cotoneasters, choice collection from Arnold Arboretum  
*Picea koyamai*, Koyamai Spruce  
*Arctostaphylos uvaursi*, Potgrown, the best evergreen trailing groundcover known  
 Pines, Firs, Spruces, Junipers, Yews, Rhododendrons, Azaleas, Kalmias, Rose Daphne, etc., etc.

Our stock of Conifers, B. & B., suitable for fine retail trade is what the discriminating Nurseryman is looking for. We want every Nurseryman to visit Kelsey-Highlands Nursery each year. You will find it worth while.

HARLAN P. KELSEY, Owner

## KELSEY-HIGHLANDS NURSERY

Salem, Massachusetts

# AMERICAN NURSERYMAN

## American Nursery Trade Bulletin



### CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

Published Semi-Monthly by  
AMERICAN FRUITS PUBLISHING CO., INC.  
39 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Treas.  
Phones:—Main 5725, Glenwood 760  
Chief International Publication of the Kind

#### SUBSCRIPTION RATES

One Year, in advance	- - - -	\$2.50
To Foreign Countries and Canada	- - - -	3.00
Single Copies	- - - -	.20

#### ADVERTISING RATE. Per inch.....\$2.50

Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., JUNE 15, 1927

#### FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1895, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

#### IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today, and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

## The Mirror of the Trade

### PUBLICITY METHODS CRITICIZED

Florists are again confronted with a publicity problem. Nurserymen may well give consideration to the criticism which has arisen in florist ranks regarding the disposition of the big "Say It with Flowers" fund. American Florist publishes this report from Newark, N. J.:

"The flower business has not increased during the past year to the same extent as previously," declared Charles H. Brown, New York retailer and former president of the F. T. D. A., who was the special speaker at the regular monthly meeting of the New Jersey Florists Association, May 16. About 40 were present at the meeting which was held at the Washington restaurant.

The main reason for the industry's failure to go forward properly was laid at the door of our publicity. Mr. Brown maintained that far too much money is being spent in journals that do not reach the right class of people.

Newspapers as an advertising medium were praised by Mr. Brown. He asserted that with the money spent in one magazine alone last year, a good, bold advertisement could have been placed in 40 leading newspapers throughout the country. Furthermore, these ads would have been read, as real live matter. The personal experience of Mr. Brown has proven that newspaper ads are truly read.

"It is hopeless for the florist to expect due returns under the present system of advertising," declared Mr. Brown.

This comment is made by the American Florist:

Florists all over the country are beginning to ask "Who benefits from our national advertising campaign?"

A very pertinent question it is, with the larger wholesale markets of the country showing the effects of a slight depression, which are only offset as newspaper advertising is resorted to—and in heavy measure.

The American Florist has repeatedly insisted that our National Advertising Campaign was on the wrong track—that it is, at its very best, only partly right. The appeal is being addressed to the wrong people—no effort is being made to open up new fields for the sale of flowers. The florists' money—YOUR money—is being spent in the big national publications, which is fine and very gratifying to our pride—our feeling of importance. But there's that little question that persists in creeping in—do these ads sell flowers? Answer it yourself.

Newspaper advertising is the solution, in part, where there will not be so much waste circulation—so much that overlaps. However, that is only part of it. The advertising appeal must be addressed to the great middle class.

The American Nurseryman has not advocated national publicity in the form that has characterized activities in the florist trade. The expense is great and results in comparison therewith may be questioned. But it has advocated strongly the ideal "Plan to Plant Another Tree" movement, the results from which are great in comparison with the needed expenditure. Newspaper publicity is urged by the Newark N. J. speaker and by the American Florist. And newspaper publicity costing nothing is exactly what the unexcelled "Plan to Plant Another Tree" plan provides. Such expense as is needed in promoting it is confined to payment for stationery, postage, printing of articles and the services of persons qualified to direct it. A matter of \$15,000 to \$20,000 a year would produce remarkable results. Compare this with the \$2,000,000 fund of the florists.

A despatch from Indianapolis, Ind., says: Fall and winter schedules for a concentrated "Say It with Flowers" advertising campaign carrying through a continuity of idea and including also advertisements built

around special days in the fall, such as Thanksgiving Day and Christmas, were approved by the national publicity committee meeting at national campaign headquarters on May 16.

Plans and procedure for the new \$2,000,000 four-year advertising campaign were also discussed at some length.

Henry Penn, of Boston, chairman of the national publicity committee, stated during the meeting that the "average increase in floriculture over the past four-year period has been nearly one-third, or over 27 per cent." This increase Mr. Penn credited to the work done by the national "Say It with Flowers" advertising and merchandising program carried out by the industry during that time.

During the fall and winter months seven magazines will be used to hammer home with renewed emphasis the message of "Say it with Flowers," Chairman Penn announced.

The schedule, as worked out by the committee in consultation with the Mills Advertising Company, national advertising counsel, calls for repeated insertions in Colliers, Cosmopolitan, Liberty, Life, Literary Digest, Better Homes and Gardens, and Photoplay Magazine.

### VALUE OF LOCAL PUBLICITY

The American Nurseryman from time to time directs the attention of the trade to opportunities for educating the planter in the use of Nursery stock, to the end that demand therefor may be increased. Herewith is another example of what may be done in this direction. Nation-wide publicity, though calling for large expenditure, is of value, of course. Results are spread more thinly, usually, than when local publicity is effected. And local publicity, with direct results, can be secured at much less outlay—often at no outlay beyond the preparation of an article for the local press upon a subject to attract immediate attention and consequent action, especially if the article is seasonably timed.

In its issue of May 16th the Albany, Ga., Herald had this leading editorial which gives the cue to the Nurseryman, in any locality for directing special attention to the beauty or utility of this or that variety in his stock which is making at the moment an attractive display in some local planter's grounds:

### THE GORGEOUS MIMOSA

Among the thousands of trees that make glorious the streets, parks and yards of Albany and cool the air with moisture evaporated through their foliage, few if any are more striking than the Mimosa, which finds here the conditions of soil and climate adapted to its requirements. With the single exception of the Lagerstroemia, or crape myrtle, which blooms weeks later, the Mimosa is the loveliest of our flowering trees. For, like the crape myrtle, it covers itself with color in its spring blossom season, its plume-like flowers extending from topmost branch to lowest.

The Mimosa in bloom is a thing of beauty. The large bipinnate leaves are fern-like and graceful, and are more or less motile, i. e., they have the power to reduce their leaf exposure by folding the leaf surface inward. That is a remarkable provision of nature which adapts the Mimosa family to dry regions which are its habitat in many parts of the world. Where there is a dearth of moisture, motility of the leaves enables the plant to limit the throwing off of moisture drawn up through trunks and root systems, and they survive through long dry periods.

We have in this section a very interesting little vine of the Mimosa family—a vine that sticks close to the ground and bears attractive pink flowers round as marbles, and with each hair-like antenna tipped with gold. They are delicate little pompons that give off a faint but pleasant odor. But if the vine is shaken or disturbed, the leaves instantly close—close so tightly that they hardly resemble leaves at all. Raindrops



have the immediate effect of closing every leaf blade. Botanists call the plant the sensitive briar.

The Mimosa trees in Albany are now in full flower. There are several on the Court House square that command attention. There is a fine group of them in the new section of Oakview Cemetery, growing close to the southern extension of Jackson Street, and they are in many Albany yards. They remind one of the Royal Poinciana of lower Florida, though our Mimosa's flowers are pink, as contrasted with the Poinciana's orange red. They are things of beauty, and a joy as long as they last.

#### THE NURSERYMAN'S LIABILITY

It has been held in law that a dealer in Nursery stock is not liable, where the stock proves worthless, unless he actually guarantees the quality of the product sold. The law implies that a producer or grower who sells to a user supplies a product reasonably fit for the intended purposes. A producer or grower who sells to a dealer and guarantees the quality of the product to the latter is not liable to a user who purchases from the dealer. But where a dealer, as agent for a user, orders the product from a producer or grower, the latter is liable to the same extent as where the sale is made directly to the user.

Ernest H. Wilson's new book, "Plant Hunting" has just been published by the Stratford Co., Boston, Mass. The publishers consider this is Mr. Wilson's greatest book. It reveals, for the first time, how strange parts of the world were combed by intrepid explorers for beauties that grace American gardens.

Here are two volumes, filled with adventure, glowing with the ardor of the explorer. Mr. Wilson has made seven plant hunting trips—to Africa, the tropics, Australia, New Zealand, China, Korea, Japan, India, the East Indies, and other lands, penetrating into the secret places from which he has gathered more than 2700 horticultural specimens for American gardens.

The details of his own explorations, and of hardy pioneers in plant hunting form a bright page of history and adventure. As acting director of the Arnold Arboretum, Mr. Wilson is the highest authority in this country and one of the world's greatest horticulturists. Packed in these volumes is a wealth of information of immense value to the professional horticulturist and a source of never ending delight to the amateur.

The book contains 128 full page illustrations, most of which are from photographs taken by Mr. Wilson and have not heretofore been published.

The first edition is autographed by Mr. Wilson and is priced at \$15 for the set. The edition is limited.

#### To Cleveland in June

During the week of June 19-25 the American Association of Nurserymen will hold its 52nd annual convention at the Hotel Statler, and at that time Lake County, the largest Nursery section of the United States, will be host to the gathering for one day. The day in Lake County will be one of the chief features of the convention.

The committee in charge of preparations includes E. B. George, Harry W. Joiner, Paul J. Schumacher, Horton Bowden, James West, Howard Chard and Paul Fortmiller.

Tentative plans include the meeting of the special train at Mentor by automobiles to be furnished by Rotary, C. of C., Kiwanis and other civic organizations. The guests will be taken through the Nurseries, lunching at Painesville-on-the-Lake, and proceeding on to Perry where the train will be in waiting. The honor of entertaining the Nurserymen of the United States is anticipated with considerable pleasure by the local Nurserymen.

## Nursery Trade Bulletin

An evergreen Nursery has been established in Ironton, O., by the Great American Forestry Co., Springfield, O.

R. E. Langley, Jackson, Miss., has added an 11-acre Nursery to his florist equipment.

D. P. Henegar, Forest Nursery Co., McMinnville, Tenn., reports spring business above normal.

J. E. Stover, Westminster, Md., Nursery says an unusually heavy supply of barberry, privet, evergreens and shrubs has been disposed of. A large amount of evergreen transplanting has been done.

Erling Lundgreen, San Mateo, Cal., has purchased the Burlingame Nursery, pioneer establishment at Howard avenue and California drive, Burlingame, formerly conducted by Carl Lerup.

The commercial apple crop in the United States during the past season is reported to be the heaviest since 1920. In 1925 the crop was estimated at 99,132,000 bushels and the 1926 crop at more than 118,000,000 bushels.

A discussion of the annual oversupply of outdoor flowers and talks on hail insurance featured the May meeting of the Commercial Flower Growers of Chicago which was held at the greenhouse plant of President Charles S. McCauley.

H. G. Hastings Co., Atlanta, Ga., report expectations exceeded in this its first year in handling a general line of ornamentals on its property 25 miles from Atlanta. Its rose planting for next year's sales has been expanded 500 per cent.

Making Faribault, Minn., a veritable garden of flowers will, it is hoped, be the result of a drive started by the clean-up and city beautification committee of the Chamber of Commerce, E. J. Kleenapp of the Farmer Seed and Nursery Company, will furnish packets of flower seeds to Faribault residents after the "Faribault Flower" has been popularly designated.

**America Can Grow Them**—"I have just seen narcissi in bloom at the establishment of H. V. Lawrence Falmouth, Mass., which was sent from the state of Washington, and am pleased to say that the results were A-1. No Holland stuff could have looked better. I also saw Washington grown narcissi at the farm of Harold A. Ryan, Cambridge, Mass., which were also in fine condition."—American Florist.

**New Birch**—A new birch has been discovered by Major John D. Guthrie of the U. S. Forest Service, in Northeastern Oregon, according to the American Forestry Association. Specimens differ from other species in having larger leaves and a copper-brown bark slightly tinged with gray. So far as it is known it attains a height of from 25 to 40 ft. and a diameter of from 10 to 18 in.

**Best Peony List**—The following list was given by one of the peony growers of Sarcobole, Mo., as the best 12 commercial varieties: Festiva Maxima, early white; Edulis Superba, early pink; Madame Calot, midseason, white; Couronne d'Or, late, white; Queen Emma, late, pink; Felix Crousse, midseason, red; Marie Lemoine, late, white; Grandiflora (Richardson's), late, pink; Duchess de Nemours, late, white; Delicatisima, midseason, pink; Zoe Calot, midseason to late, pink; Marechal Vaillant, late, red; Monsieur Jules Elie, deep pink, early, and Eugene Verdier, pale pink, early, are also favorite sorts. Early varieties will be required for Memorial Day flowers.

A. Willis & Co., Ottawa, Kan., has added an irrigation equipment to its propagating department under the direction of J. P. Foster.

P. F. Kell, formerly of the U. S. Dept. of Agriculture and Hicks Nurseries, Westbury, N. Y., is now a member of J. P. Wyatt & Sons Co., Raleigh, N. C.

Fruitland Nurseries, Augusta, Ga., find good demand for broadleaf and coniferous evergreens and believe the residents of the South are rapidly being educated to greater use of Nursery stock.

Because of a large surplus of June budded peach trees this spring, fewer June buds will be put in this year, says Lee McClain, Knoxville, Tenn. Good cherry trees for fall will be scarce.

"Enforcement of the immigration laws would be facilitated if employers would insist that no alien should find employment unless he had been lawfully admitted for permanent residence," says the commissioner general of immigration.

The MacRorie-McLaren Nursery site, consisting of 18 acres south of San Mateo, Cal., has been purchased by Thomas F. Bell, San Francisco attorney, and Joseph J. Bell, San Francisco builder, from the MacRorie-McLaren Company for residence development purposes.

M. L. Tippin, Kent, Wash., gives high praise to the Red Delicious apple developed by the Columbia & Okanagan Nursery Co., Wenatchee, Wash. He regards it as the leading apple and he has had experience in handling apple crops in Southern Missouri, Northern Kansas, Idaho and Washington.

C. Langstaff, former sales manager of the Allen Nursery Co., Rochester, N. Y., who pleaded guilty in the Federal court, Pittsburgh, Pa., to using the mails to defraud has been sentenced to a year and a day in the federal penitentiary at Atlanta by Judge F. P. Schoonmaker. The charge was for sending fictitious orders totaling \$5,608.55, from which \$1,682.57 was received in commissions.

**Substitute for Hugonis**—A writer in Florist's Review suggests Rosa ecae as a substitute for Rosa hugonis. It flowers at practically the same time as Hugonis and has slightly scented foliage. It has not hitherto, developed the dying-out characteristic of Hugonis.

**Better Business Bureau**—James C. Auchincloss, President of the National Better Business Bureau, announces the appointment of an auxiliary committee of the bureau, consisting of 27 leaders in financial, industrial, railroad and legal fields. This committee, which is made up of some of the most prominent men in the country, will co-operate with the bureau in suppressing financial and mercantile fraud for the protection of the investor and the consumer.

**Small Cherry**—The condition referred to by cherry growers as "small cherry," in which the fruit is dwarfed and may shrivel up and drop from the tree, is not due to disease but is the result of the heavy application of acid lead arsenate in the regular spray mixtures. This opinion is advanced by W. O. Gloyer, plant disease specialist at the Experiment Station at Geneva, who has made a special study of this trouble in English Morello cherries which seem to be especially susceptible to this form of injury. A report on Mr. Gloyer's experiments, telling how "small cherry" may be avoided, may now be had free of charge upon request to the station.

# AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

Orchard and Field Prospects for Fruit Tree Nurserymen

## Survey of Season's Demand for Nursery Stock

A feature originated by the American Nurseryman management is the publication of reports by Nurserymen on crop and market conditions. Such reports have been given in these columns this season as usual. Herewith are additional Nursery reports published in the Rural New Yorker:

Last fall, when peaches were selling as low as 50c a bushel and up, apples very slow demand, we looked for a slackening up in the demand for fruit trees, but owing to the fact that thousands of peach trees were winter-killed the past winter due (we think) to the extreme wet fall, fruit growers are filling in their orchards, and a number are setting out new orchards, believing that now is the time to plant, when many are discouraged or straddle of the fence as what to do. In varieties the Elberta leads by about 50 to one, and that small number for home use, roadside stands or local markets.

In apples very few new orchards have been set out this spring. A large majority of the trees sold are used to fill in vacancies. The varieties being planted are the McIntosh Red, R. I. Greening, Delicious and Cortland in the order named. If the Cortland turns out well as represented it will without a doubt become the leading commercial variety here in Western New York.

There does not seem to be much of any call in recent years for other varieties of sour cherry, such as Early Richmond, English Morello and May Duke. There did not seem to be a proportionate demand for some of the old standard varieties of apple, such as R. I. Greening, Baldwin and Northern Spy. The big sellers in apple were McIntosh, Cortland, Delicious, Wealthy, and Gravenstein.

In orchard planting we have noticed an increase in the orders of the backyard variety, and we have probably sold twice as many dwarf apples as we did a year ago. We have sold out almost completely on plums, which is rather unusual. The commercial orchardists, however, have bought lightly. I think they have bought mostly to fill in their orchards where mice have killed the trees, or where snow broke the trees down. With the exception of one 40-acre orchard, we have not sold many orders of apple trees that called for more than 100 to 200 apple trees, but as stated above, there has been a heavy increase in the backyard plantings. This may be due to the fact that while the fruit growers did not make on their apples this last summer, the consumer failed to get the benefit of the heavy crop, and we have noticed a growing tendency to plant fruit trees in the suburban gardens.

As to the varieties we sell in apples McIntosh predominates to an even greater extent than usual. We have had a great many orders for Cortland, running from 1 to 20 trees per order, showing that people are planting this variety cautiously. Personally, I think it well that they do this, as I have yet to see, or to sample a Cortland that anywhere near equals McIntosh in quality. Baldwin has sold slowly and I should say that sales for Delicious have declined somewhat. Wealthy does not really sell well at all.

It is my opinion that there will be very few of these old varieties planted in commercial orchards for some time to come. What apples are planted will undoubtedly be Cortland and McIntosh, and in this I think the fruit growers are right. Personal-

ly I feel that the future for high quality apples properly grown and carefully graded and packed is a bright one, but I think the time when fruit growers could sell ordinary quality apples poorly packed and graded has gone by.

Fruit trees are not in demand; that is the sale did not come up to what we had anticipated. I don't believe the farmer or the fruit grower planted within a half of what was planted the past two or three years. It was nothing to book an order for 5,000 Elberta and 2,000 Lemon Free peach among local fruit growers, but this year orders at one-half this size were at a premium. I would say that we just had an ordinary season, and I believe that fruits were off sale; that is our ornamental sale was two to one compared with the fruit trees.

In our estimation there were less fruit trees planted commercially this spring than any spring in the history of our business. We make this report not only on sales from our own Nurseries, but from reports of various Nursery concerns, with whom we are in close contact. The Nursery business in general, however, I do not think has suffered, as most Nurserymen usually grow and sell ornamental stock, which has been a very good business this spring.

Last year's experience for fruit growers and especially apple growers, was nothing compared to what the older growers experienced during the season of 1896 when apples sold in the orchard, if they sold at all, for 50 cents a barrel for the fruit. It seems ridiculous then that the growers should complain of the price obtained for the greater part of the fruit that was sold last year, when they think of the experience their fathers went through during this earlier period. Ever since the season of 1896, prices and conditions have continued to improve, and I hope also to see this repeated. It is not so much the question of the amount of fruit produced as it is the problem of distributing the fruit after it is produced. If this problem is solved, their industry will be one of the best in the country.

I do not think I have sold a hundred Ben Davis apple trees to any orchardist during the last ten years, which I think is a very good indication. We are selling more varieties such as Stayman, Winesap, McIntosh, Jonathan and Delicious, but there is a tendency among the planter to neglect some of the old and valuable varieties that are somewhat slower coming into bearing. This is a mistake. Some of these varieties are well worth perpetuating and should be in every orchard. The Northern Spy, for this reason, is being sadly neglected as is also the R. I. Greening and some of those other old standbys, which we considered so valuable in other days, and which I still consider among the best varieties that are grown.

Glancing through wholesale lists we find that there seems to be a large surplus of fruit stock of all kinds in the country. This would lead one to think that the large planter is not putting out as much stock as usual. Lack of demand with the consequent low prices is undoubtedly having an effect upon the sale of this class of stock. We are located in the Chautauqua County grape belt, and this condition exists here in regard to grapevines. Last fall we had an enormous crop of rather poor quality grapes which sold at prices that hardly paid for picking and packing. Consequently the grape grower has little money to spend, and less desire to set out new vineyards.

## Great Fruit Producing Area

King Apple is rapidly coming into his own in Doniphan County, Kansas, and in Buchanan County, Missouri, where there are now about a million apple trees, 350,000 bearing trees and 650,000 trees not yet of bearing age which will come into bearing within the next few years. The entire district is rapidly becoming a great fruit district. Apples of this district are of wonderful, long keeping quality, high color, and delicious flavor, due to the deposit of loess soil extending along the Missouri River, ranging about 12 to 15 miles on each side of the river in Southern Nebraska, Eastern Kansas and Western Missouri. There are only three known deposits of this loess soil in the world, the others being in Northern China and in the Rhine Valley in Germany. Loess soil is especially adapted for raising apples, as it provides everything including a deep fertility to insure maximum root growth and spread. Jonathan apples raised on this soil will keep in cold storage until May 15 to June 1.

The Fourth Annual Apple Blossom Festival in St. Joseph, Mo., April 25, marked the triumph of the faith and enthusiasm of its sponsors over many obstacles in establishing this section as a great fruit producing area. Four years ago a handful of pioneering fruit growers conceived the idea of inviting buyers and others interested in the industry to be their guests at Apple Blossom time for a day. About a half dozen automobiles were required to convey these boosters of the section and their guests to the blossoming orchards surrounding Wathena and Troy.

Last year more than 10,000 persons attended the festival, which included the coronation of an Apple Blossom Queen, a parade of floats and decorated cars more than five miles long.

**Pruning Apple Trees**—According to the N. Y. State Agl. Expt. Station specialists apple trees require comparatively little pruning for best results, while training the trees to a low-headed habit of growth is said to have decided advantages over the system that results in high-headed trees. Such well-known standard varieties as Baldwin, Boiken, Esopus, Hubbardston, McIntosh, Spy, Greening, Rome, and King have been used in the Station's pruning tests.

Approximately 4,000 citrus fruit trees have been planted in San Antonio since the launching of the San Antonio Real Estate Board's campaign for the planting of these trees, largely as ornamentals and to further present the citrus fruits industry of Southwest Texas.

**Brown rot and scab, diseases of the peach** caused by two species of fungi, annually cause heavy losses in practically all sections of the eastern half of the United States in which peaches are grown. Control methods are discussed in Farmers' Bulletin 1527-F, "Peach Brown Rot and Scab," a new publication just issued by the United States Department of Agriculture.

Iowa Horticultural Society has saved fruit growers, beekeepers and florists of the state approximately \$7,000, according to a recent report which Secretary R. S. Herrick has submitted to the Iowa Department of Agriculture. Last year, the association purchased \$51,200 of supplies co-operatively for the fruit growers, beekeepers and florists. These purchases saved approximately \$4,000 for the fruit growers, \$2,500 for the beekeepers and the remainder for the florists. In addition to this saving the profit in buying the products contributed approximately \$4,000 towards the running expenses of the association.

Besides saving money for producers on purchase of supplies, the association is doing a large amount of educational work in promoting better horticultural practice. The state appropriates \$4,000 annually to help support this phase of the work. During the past year, more than 42,000 pieces of mail matter were sent out from the office in connection with work for the allied horticultural societies of the state. Besides an average saving of 16 per cent to the grower the society is instrumental in promoting better methods of crop production, marketing, etc.



## TRADE ASSOCIATIONS

American Association of Nurserymen—Charles Sisemore, secy., Louisiana, Mo.; 1927 Convention, Cleveland, O., June 22-24.  
Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—John A. Armstrong, Jr., Secy., Ontario, Cal.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester; Summer meeting, Lake Compounce, Bristol.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—H. Lloyd Haupt, Secy., 151 Broadway, Rochester, N. Y.

Fruit and Flower Club of Western New York—Fred M. O'Brien, Geneva, Secy.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 19-20, 1928, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

Kansas Nurserymen's Association—James N. Farley, Secy., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West New-

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminhaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Weymouth, Mass.

New Jersey Association of Nurserymen—John Marselle, secy., Wyckoff, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Howard N. Scarff, secy., New Carlisle, O.

Oklahoma Nurserymen's Association—W. E. Rey, secy., Oklahoma City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash. 1927 convention, July 12-14, Heathman Hotel, Portland, Ore.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—S. W. Marshall, Secy., 3045 W. 36th Ave., Denver, Colo.

Rhode Island Nurserymen's Association—H. H. DeWidt, secy., 521 Elmwood Ave., Providence, R. I.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, secy., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C., Nov. 10-12, 1927, Hotel Kenilworth, Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, Irvington, Sec'y.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 14-16, 1927, Jacksonville, Fla.

South Texas Nurserymen's Assn.—W. R. McDaniel, Alvin, Tex., secy.

Southwestern Nurserymen's Association—Thomas B. Foster, Secy., Denton, Tex., 1927 Convention, Sept. 21, Galveston, Texas.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask.

## BUXUS SUFRUTICOSA

Height	Across	Per 1000
6-8 in. x 3-5 in.		\$200.00
8-10 in. x 4-6 in.		225.00
10-12 in. x 5-7 in.		250.00
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High quality, field  
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Established 1887

Large assortment general Line

Nursery Stock

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SHRUBS, VINES, EVERGREENS

OUR USUAL LINE. Write for Trade List

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Galvanized iron, black baked  
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Lasts ten times longer than  
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Manufactured by  
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FOR TRADE  
ADVERTISEMENTS

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1st of Month Issue.

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates.

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

## THIS PAGE PRESENTS

**American Nurseryman Directory of American Plant Propagators**

**Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported**

The American Plant Propagators' Association, Organized in 1919, Will Hold its Ninth Annual Meeting  
in Cleveland, Ohio, June, 1927. E. M. Jenkins, Winona, Ohio, Secretary

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY  
CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

### HILL'S EVERGREENS FOR LINING OUT

Complete assortment of Evergreens including Fir, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Biotas, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

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The D. HILL NURSERY Co., Inc.

Evergreen Specialists

Largest Growers in America

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Large Assortment

WELL GROWN—NONE BETTER

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JUNIPER VIBURNUM

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### EVERGREENS MILLIONS OF THEM

Seedlings—Transplants—Cuttings  
Grown under glass

Also Apple Trees, Shade Trees,  
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#### EVERGREENS

FOR

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Price List on Request Established 1871

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WRITE FOR OUR PRICE LIST

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CHESHIRE,

CONNECTICUT

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Acer ginnala and campestre, Cornus  
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derstock for triloba), Rhodotypos, Ibo-  
lium Privet, Box-Barberry frame cuttings.  
Complete line of Evergreens, shrubs and  
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FLOWERING SHRUBS,  
VINES and CLIMBERS

We produce the greatest variety of  
Herbaceous Plants and Field Grown  
ROSES in America. Ask for our  
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RUTHERFORD, NEW JERSEY

### Connecticut Valley Grown

SEEDLINGS  
POTTED EVERGREEN  
CUTTINGS

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Send for our complete list.

C. E. WILSON & CO.

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### Deciduous & Evergreen

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Seedlings & Transplants

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### Five Million Seedlings Out of Ground Already

Mazzard, Mahaleb, P. Calleryana, P.  
Communis, Pr. Myrobolan, Catalpa Speci-  
osa, Ulmus Parvifolia, Rosa Multiflora  
Japonica, D. Lotus, D. Kaki, Rooted Rosa  
Odorata, rooted Rosa Manetti, rooted  
Quince.

Big Stock of Flowering Shrubs and Trees.

ROBERTSON-VISTICA NURSERY

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Collected Hardy Native  
EVERGREENS, TREES  
SHRUBS and PLANTS

Write for it!

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# American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,  
Including That Which Has Heretofore Been Imported

## EVERGREENS & DECIDUOUS TREES SHRUBS & VINES

WHOLESALE GROWERS for THE TRADE  
of Choicest  
Hardy New England Grown  
Nursery Stock

Write for Price List Send your Want List



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Shrubs Cannas ♻️  
Lining-out Evergreens

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ROBERT PYLE, Pres. West Grove, Pa.

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Established 1883

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## Tropical Ornamentals

And small pot stock for growing on

PALMS A SPECIALTY

Shade Trees, Shrubs, Vines, Ornamental  
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\$5.00 Per Month

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Chief Exponent  
of the Nursery Trade

NURSERY STOCK  
For Lining Out

Our Lining Out Stock this year is  
more complete than ever before.

Drive in and see our stock. Would  
take pleasure in showing you over  
our grounds.

Onarga Nursery Co.  
Cultra Bros., Mgrs., Onarga, Illinois

THIS SPACE  
\$5.00 Per Month

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TWICE A MONTH AT SINGLE RATE

Chief Exponent  
of the Nursery Trade

## APPLE GROWING IN NORTHWEST

By W. A. Stone, Bergen Co., N. J., Agent

Until Professor M. A. Blake related some of the financial problems experienced by western growers, many of the local men were attracted by the conditions he had described. When the situation was presented from the standpoint of dollars and cents, it did not look anywhere near as attractive as conditions are here in Bergen County. Most of the growers in this northwestern section operate very small acreage, the average being about 10 acres per man. Quite frequently one variety is grown by each man. It can readily be seen that this means the grower is taking a long chance, for if a late frost happens to catch this particular variety in full bloom, his chances for making money during the year are very slim.

Most of the land is valued and taxed at the rate of \$1,500 per acre. Professor Blake gave in detail some of the costs with which these growers are confronted. The overhead cost, including cultivation, spraying, etc., is about \$180 per acre. The apple boxes, the picking, grading, wrapping and packing of the boxes costs 60 cents. To this must be added about one dollar for freight to the East. The Northwestern fruit growers figure that he loses about \$150 per acre on a 200-box yield. However, the average is higher than that. They figure that on a yield of 450 boxes per acre, they can make a little money and can make a good living where 1,000 boxes are produced per acre. This yield, however, is above the average.

Local fruit growers were convinced after hearing Professor Blake's talk that Bergen County conditions are far superior to conditions in the Northwest for the profitable production of fruit. It was pointed out that if the local grower would pay more attention to his pruning, spraying and fertilization, fruit of much higher quality would be produced, which would compete more favorably with the western fruit. As a matter of fact, the flavor and eating qualities of eastern grown apples are usually far superior to those grown in the West.

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value. An index for each volume.

If every Nurseryman would raise the standard by growing a better collection and better stock this year than he did last and teach the people to demand it, I believe it would have a detrimental tendency on those so-called Nurserymen who engage in the business in name only for a season or two to get what they can out of it.—George W. Jones, Valdesian Nurseries, Bostic, N. C.

## McIntosh for Western New York

By Carl M. Coates in Rural New Yorker

Our New Jersey friend and other growers like him with nice Wealthy orchards close to market have a very effective tariff wall in the freight rates which we Western New Yorkers must pay who grow Wealthys to meet his competition in Philadelphia, Trenton and New York. Yes, you can grow Wealthy at a profit if you have the right location and go at it right, but a man who is thinking of planting an orchard should be sure that he can meet the requirements. In Western New York, why go to so much trouble to raise Wealthy to sell at 60c a bushel when you can more easily grow McIntosh and sell them for \$5.50 to \$6 per barrel?

## Condemns Extravagant Statements

The Better Business Bureau aims to increase public confidence in advertising and business, to reduce unfair competition and to protect the public. It strives to prevent the sale of fraudulent securities and fake solicitations. It scrutinizes all advertising and selling methods to make sure that retail buyers, who may not be fully informed, get full measure of value and are not misled.

The Bureau helps to formulate and nurture high ethical standards and specific descriptions to be used in selling merchandise that requires careful study and long experience for the accurate judgment of quality, value and genuineness.

Believing that conservative statements inspire most confidence, the Bureau condemns extravagant statements, claims that cannot be proven and exaggerated comparative prices that often border on untruth.

## Remedy for Damping Off

A folder which will be welcomed by the grower has been prepared by the agricultural research staff of E. I. du Pont de Nemours & Company, Wilmington, Del., on the causes and control of "damping-off." It throws much light on a subject which has caused much trouble. Of no little interest is the reference to early discovery of the fact that "damping-off" is due to microscopic organisms which are seed-borne and are present on practically every kind of seed. The presence of destructive bacteria in the soil of seed beds is also touched on. In each case the purpose has been to provide a clear understanding of the causes of "damping-off" which takes so great toll of seedlings.

The pamphlet would lose much of its practical value if it failed to name the agent by which seed and plant infections could be controlled. Therefore, the names of the three disinfectants of a group are given as follows: Semesan, Semesan Jr. and Semesan Bel. Also, the results obtained through the use of Semesan disinfectants are described, for which purpose the experiences of farmers and commercial growers of produce are related.

## Self-Censorship Is Coming

The organized business press, represented by the Associated Business Papers, believes that business should set up standards of its own for self improvement and self censorship. Self censorship is coming, trade by trade. It advances whenever leadership comes from within the trade. Mr. Hoover is right when he says in his little book on American Individualism that American business men have learned how to be successful as individuals in business, but have only scratched the surface of the tremendous possibilities of collective action in the solution of business problems by cooperation between individual business men.

Martin Thomsen Nursery Co., specializing in ornamentals, which since its start in 1924 has been located in Wellsboro, Pa., has bought a 40-acre farm at Mansfield, Pa., on the Roosevelt Highway and Surquehanna Trail, and is now making that place its permanent place of business. The proprietors are Martin Thomsen and Gunnar Rasmussen.

**AMERICAN ROSE SOCIETY**

Robert Pyle, West Grove, Pa., Secy.

A regular meeting of the executive committee of the American Rose Society was held at Hotel Emerson, Baltimore, Md., May 31st, 8 P. M. A. E. Warner, president of the Maryland Rose Society, called on the committee, welcomed it to Baltimore and invited it to the show to be held in the Women's Club, Roland Park, the following day.

The editor reported that the Handbook was expected to issue June 6th.

The secretary reported 4,386 members, May 2, which is an increase of 72 over the same date in 1926.

Upon presentation of applications, the following medals were awarded:

Gold Medal: Hill Floral Products Co., Richmond, Ind., for Fontanelle, scoring 91 points at National Flower Show, Detroit, Michigan, Mar. 12-20, 1927.

Gold Medal: Florex Gardens, North Wales, Pa., for Florex, scoring 90 points at International Flower Show, New York and for scoring 90 points at Philadelphia Flower Show, Philadelphia, Pa., Mar. 22-26, 1927.

Gold Medal: Zieger & Sons, 1120 E. Washington Lane, Germantown, Philadelphia, Pa., for Premier Supreme, scoring 92 points at Philadelphia Flower Show, Mar. 22-26, 1927.

Silver Medal: Henry A. Dreer, Inc., Philadelphia, Pa., for Mons. Julien Petin, scoring 86 points at International Flower Show, New York, Mar. 21-26, 1927.

It was decided that after January 1, 1928, the Gold Medal of the American Rose Society shall be awarded only to registered seedlings and the Silver and Bronze Medals shall be awarded to meritorious sports as well as to seedlings.

It was decided that hereafter all Annuals shall be available to members at \$2 each, except those of 1916 and 1920 which shall be \$5 because nearly out of print.

The secretary reported the issue of post card warnings to members regarding brown canker which has seriously developed in some places.

The report of the Committee on Registration is as follows:

4-23-27 Climbing Souvenir De Claudius Pernet by Florex Gardens. Applicant, Wm. Geiger, North Wales, Pa. Sport of Souvenir de Claudius Pernet. Color, yellow.

4-29-27 Scott's Columbia by Alex B. Scott, Sharon Hill, Pa. Sport of Columbia. Color, clear, bright pink, deeper at center, back petals shaded.

The secretary's report on the disposition of the Rose, Breeze Hill and Rose, Glenn Dale, showed the plants were distributed among 24 Nurserymen, and also sent to 74 parks, 5 arboretums, 36 garden clubs and the Bagatelle Gardens in Paris.

The secretary also reported on behalf of the committee in charge of investigating the possibilities of new roses from the Department of Agriculture, that regarding those under immediate consideration for introduction by the Society were

VF13, VF29, WC 237. It was agreed that these roses should be tested elsewhere before the committee could feel assured that they are of sufficiently assured merit to be worthy of introduction.

Dr. Samuel C. Palmer, professor of biology at Swarthmore College was named A. R. S. representative to the International Horticultural Congress in Vienna, September 20th to 25th.

A report was made by the secretary as to the attitude of the members on the subject of increasing the dues or finding some other method of getting the needed extra \$1000 per year.

The motion was then carried, though not unanimously, that another referendum should be conducted, based on a careful statement to be published, which should advocate the increase of dues to \$5.

It was agreed that the arrangements, if possible, should be made for the annual meeting to be held on the estate of Pierre S. du Pont near Wilmington about the middle of September.

Mr. Atkins stated that he would be glad to have the members of the American Rose Society join with the New York Horticultural Society in visiting their Roses at Ruth-erford on July 12th.

The dates and details as to sixty other rose events in June will be found in the Handbook to be mailed June 6th.

Robert Pyle, Secretary.

**Selling Stock to Employees**

A new method of selling stock to employees has been devised by Congressman Martin L. Davey, president of the Davey Tree Expert Company of Kent, Ohio.

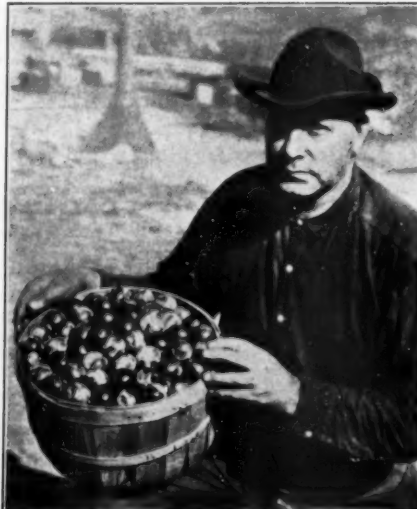
The employee who subscribes for stock, to be paid for in ten years, need never worry about carrying charges. The company agrees, by contract, that the interest on deferred payments shall never be higher than the dividend rate. If, at any time, the dividend should be passed, no interest will be charged at all during that period.

If the employee should die before the stock is paid for, the company delivers a paid-up certificate to his designated beneficiary. It is possible for a beneficiary to receive \$10,000 worth of stock by the expenditure of \$83.34, the first monthly installment on that amount.

In case of total and permanent disability from any cause, the employee is given a paid-up certificate. The risks are underwritten by the company itself.

Congressman Davey announced that \$1,400,000 worth of stock has been set aside to be sold under this plan to salesmen and foremen.

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**Are You Making Money With the Best Sellers?**

Half bushel Monitor Plums, sold by Mr. Daniels, St. Paul Fruit grower, on St. Paul Market

Many nurseries are cashing in on the new Minnesota plums. Don't overlook the fact that they are

1. Thrifty Nursery Trees
2. Hardy anywhere in U. S. A.
3. Fruit equal in size and quality to the best California Plums.

The best varieties are:

1. Underwood
2. Monitor
3. Lacrescent (Golden)

The above plums average from 1½ to 2½ inches in diameter.

See Us at the Convention

**THE NORTHWEST NURSERY CO.**

E. C. HILBORN, Mgr.

VALLEY CITY, N. D.

# ROSES



from  
**California**

Field-grown  
Carefully graded

**Budded low on Manetti Stock**

Wire or write for quotations

**CALIFORNIA NURSERY CO.**

GEO. C. ROEDING, President

Niles, California



**P** RINCETON  
R ODUCTS  
for  
S A TISFACTION

**PRINCETON NURSERIES**

Department of  
Wm. Flemer's Sons, Inc.

PRINCETON,

NEW JERSEY



## E. P. BERNARDIN Parsons

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Established 1870

#### Specialties

Amoor River North Privet, 2 yr.,  
2-3 and 3-4 ft., well branched.

Bungei Catalpa, 4½-8 ft. stems.

Lombardy Poplar, 5-6 to 10-12 ft.

Thurlo Willow, 5-6 to 10-12 ft.

Lonicera Bella Albida, 2-3 to 5-6 ft.

Deutzia Pride 2-3 to 5-6 ft.

Forsythia Asst., 2-3 to 4-5 ft.

Tamarix Asst., 2-3 to 5-6 ft.

Purple Wisteria, 2 & 3 yrs.

**EVERGREENS**—Biotas and Junipers, in good supply.

Early Harvest B. B. root grown plants.

Long list of Ornamentals in generous supply.



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We are specialists in designing Advertising for Nurserymen. Our special mailing pieces PAY THEIR WAY by bringing immediate sales and winning new customers.

**The L. W. Ramsey Company**

Advertising for Nurserymen

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Growers

**ORNAMENTAL SHRUBS,  
BROAD LEAVED EVERGREENS,  
PRIVET, VINES, POPLARS,  
ARBORVITAE**

And other conifers.

Catalog and list of our offerings will be sent upon request.

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Spiraea, Philadelphia, Weigelia, Hydrangea P. G. and other hardy shrubs. Two-year California Privet, Rose, Grape Vines, Blackberries, Catalpa Bungei, Peach and other fruit trees.

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**SPECIAL SERVICE**  
In filling orders for—  
Rhubarb Horseradish  
Strawberry Asparagus  
—TO—  
Extra Heavy 3-yr. Asparagus, \$5 M  
Write For Wholesale List  
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—The Strawberry Plant Man—

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Fertilisers must be "balanced" with organic matter to make a really fertile soil. Hyper-Humus is the ideal organic, replacing manure. Odorless, weedless, free from trash, non-acid.

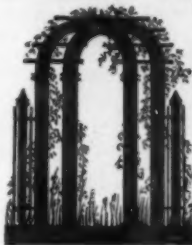
1 100-lb. Bag, \$1.50; 4 100-lb Bags, \$5.00; 1 Ton in Bags, \$20.00

All prices f.o.b. shipping station. Carload prices on request. Ask your dealer. Insist on genuine Hyper-Humus. If he doesn't have it order from us.

Write for FREE Booklet, "Soil Improvement"

**HYPER-HUMUS COMPANY,**

Dept. 26, Newton, N. J.



**Hyper-Humus**  
TRADE MARK REGISTERED  
Improves Any Soil



## PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

CONIFERS

BROADLEAVED EVERGREENS

FLOWERING SHRUBS

HARDY PERENNIALS

ROCK PLANTS

HARDY VINES

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### MOUNTAIN VIEW FLORAL COMPANY

Office: 341 E. 72nd St. S.

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Headquarters for

Small Fruit Plants

And Lining Out Stock

Strawberries  
Raspberries  
Dewberries  
Blackberries  
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Gooseberries  
Grape Vines  
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Hardwood Cuttings  
Iris  
Spiraea in variety  
Privet  
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Mallow Marvel  
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Peonies  
Honeysuckle  
Euonymus Radicans  
Philadelphia Grand

Our list quotes lowest prices

**W. N. Scarff & Sons, New Carlisle, O.**

### ASPARAGUS ROOTS

EXTRA FINE QUALITY, NO. 1 GRADE

Sample on Request

Tied in Bundles of 25, 750 Plants in a Bag.

VARIETIES

50,000 Conovers Colossal	\$4.00
100,000 Palmetto	4.00
50,000 Mary Washington	5.00
75,000 Washington Pedigreed	5.00
25,000 Reading Giant	4.00

No Packing Charge, f.o.b. Norfolk  
Prompt Shipment—Quick Delivery

**Alfred E. Robinson**

1450 Sewells Point Road. Norfolk, Virginia

### COMMERCIAL NURSERY COMPANY

DECHERD, TENNESSEE

We expect to have our usual supply of fruit trees, shade trees and ornamentals; grafted and budded pecans for the fall trade. Write us.

### WATERPROOF PAPER LABELS

Red or White, Plain or Printed

Sample Free.

**OHIO NURSERY CO.**

Elyria,

Ohio

### SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red

and Black Raspberry suckers and Trans.

Strawberry, Rhubarb, Asparagus.

**L. J. Rambo's Wholesale Nursery**

Bridgman, Michigan

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**SPADES & SHOVELS**, Leonard Long Strap in 8 styles, and Genuine Molybdenum.

**PRUNING SHEARS**, Hand, Hedge, and Lopping. Wiss, Disston, Tiffany (all steel) Columbia, Clyde, Cronk, and Boker. S. Kunde & Son (Dresden, Germany)

**PRUNING SAWS**, Disston, all styles.

**KNIVES**, Kunde and best American makes.

**HOES, RAKES, FORKS, CULTIVATORS, ETC.**

True Temper and Norcross.

Village Blacksmith, Quikwerk.

**LAWN MOWERS**, Henley Self-Adjusting B. B.

**ROLLERS**, Dunham Water Weight B. B.

See our large exhibit at the National Convention in Cleveland, June 22, 23 and 24th.

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Members American, Ohio, & Ill. Associations.

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## FRED P. HERBST DESCRIBES ARRIVAL IN JAPAN

Editor American Nurseryman:

Anyone visiting the Orient will find his anticipations hopelessly destroyed and so many things to engage, sometime fascinate his fancies, that he must either reconcile himself and adopt his surroundings or wander around without really understanding his predicament.

Those at all familiar with agricultural things will get their first sensation on the steamer crossing the Pacific. On each table and in every possible corner they will find those dwarfed trees and shrubs for which the Orient is noted. Right here is where a distinction should be made because the art of growing these dwarf specimens is peculiar to Japan rather than to the rest of the Orient. I am given to understand that it is merely a matter of a potbound plant trimmed and bent in the most weird ways imaginable. If done in the states one would be arrested by the Society for Prevention of Cruelty to Plants. There can be no question, it is an art which anyone has a right to be proud of.

Unfortunately the cherry blossom season was already past when I arrived, but in Japan there is a season every day. In Tokyo it was my good fortune to see the azaleas in full bloom. There were not just a few species here and there, but every public park had a mass of flowers which would have made anyone at home green with envy. But it does not stop there. They sort of rub it in on you. The entrance to your hotel, the public rooms in the hotel, in fact anything large enough to hold a flower pot glows azaleas at you. Many of the plants are potbound and according to our ideas was not even justified in existing. Here it merrily blooms and shows every indication of enjoying its life.

After overcoming the first sensation one feels steeled to anything, even the humiliation of being run over by a bicycle and you go to one of Tokyo's busy streets and look for more adventure. Suddenly something tickles you behind the left ear and you turn around to find a twenty foot tree, roots and all being carried through the streets on a wheelbarrow. It is rather a little less than a wheelbarrow and it is beyond reason why the whole thing does not break down. At any rate the tree may even be flowering and feel quite proud that it is honored by an excursion. Arriving at destination, I followed the first one with much curiosity, it is seemingly erected in its new home, a hole in the ground, not even

padded with cushions, and a little earth is thrown around, a few cans of water carried at the ends of sticks thrown over the work and the job is done. I looked at that tree about two weeks later expecting to find it dead but in spite of all the careless treatment it seemed rather glad that it had been moved. I'll admit right now that I'm licked. At least if I tried it I would like to make a fuss about it and let the world in on the fun. These things are just done in Japan without anyone thinking a continental about it.

After staying here a few weeks these things become quite commonplace. It is a pity because there are so many things one fails to appreciate because you are becoming acclimated.

Mr. Sakata took me on a trip through Manchuria and Korea about which I shall try and write you as soon as I can get my notes straightened out.

In the meanwhile, I hope I have not shocked anyone nor committed any offences to law and order.

FRED P. HERBST.

Herbst Brothers, New York.

Kamakura, Japan.

May 23, 1927.

According to a bulletin just issued by the Agricultural Department of the Los Angeles Chamber of Commerce, the gross turn over representing Nursery stock, florists' flowers and supplies, bulbs and garden and field seeds, during the year of 1926 was \$23,613,106. This sum covers the production of the ten southern counties comprising Southern California.

A forestry program has been started among the club boys of the Idaho club, Summertown, Tenn. The following boys have agreed to start the work this year by setting out 25 black walnut trees apiece: Rufus Newton, Tallie Newton, Robert Brown, Delma Hagan and Dallas Crabb. T. L. Jarratt has agreed to furnish the trees without cost to the boys.

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### Southern California Arboretum

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Already three expeditions are on the way to the ends of the earth to collect specimens.

### In Mississippi Flood District

Natchez, Miss., June 6—We are just sighting land in some sections around Natchez and I do not know much about the pecan situation at present.

This has been the worst flood we have had for many years and will kill thousands of grafts, but the larger trees stand overflows nicely and I have seen several trees well fruited; so think that we will have some pecans this fall.

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WE ARE HEADQUARTERS FOR LINING OUT STOCK

# HILL'S EVERGREENS

May 15 marks the close of Spring 1927 shipping. We wish to thank all of our trade customers for the business of this Spring. At the same time, we must look ahead to next season. The old order of buying nursery stock has changed. Our traveling representatives have been calling on the trade covering Fall 1927 and Spring 1928, delivery for 30 days. Where it is possible to estimate needs in advance, the early buyer has the advantage.

The following items are selected from our Fall list. We will gladly quote prices or call where possible:



BALSAM FIR



ARIZONA FIR



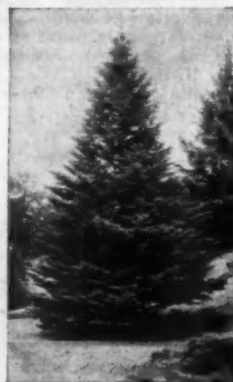
DOUGLAS FIR



CONCOLOR FIR



FRASER FIR



VEITCH FIR

	Inch	Per 100 Each	Per 1000 Each
Abies arizonica	4-6 x	10e	9e
Abies balsamea	4-6 x	7e	6e
Abies concolor	6-8 xx	30e	25e
Abies fraseri	4-6 x	7e	6e
Abies homolepis	4-6 x	10e	9e
Abies veitchii	4-6 x	8e	7e
Cedrus deodara	6-8 o	10e	9e
Juniperus chinensis	6-8 o	8je	7je
Juniperus chinensis albovariegata	4-6 o	17je	16je
Juniperus chinensis pfizeriana	6-8 x	14e	13e
Juniperus communis	6-8 o	4je	3je
Juniperus communis depressa	6-8 o	7je	6je
Juniperus communis depressa aurea	4-6 x	20e	19e
Juniperus communis hibernica	8-10 x	13je	12je
Juniperus communis suecica	4-6 x	13e	12e
Juniperus excelsa stricta	4-6 x	15e	14e
Juniperus horizontalis douglasii	4-6 x	15e	14e
Juniperus japonica	4-6 x	18e	17e
Juniperus japonica sylvestris	8-10 xx	32je	30e
Juniperus japonica sylvestris	4-6 x	15e	14e
Juniperus sabina	4-6 x	15e	14e
Juniperus sabina	8-10 x	25e	23je
Juniperus sabina pyramidalis	4-6 x	17je	16je
Juniperus sabina tamariscifolia	4-6 x	15e	14e
Juniperus sabina von ehren	4-6 x	17je	16je
Juniperus scopulorum	4-6 o	8e	6e
Juniperus virginiana	6-8 o	7e	6e
Juniperus virginiana kosteri	4-6 x	15e	14e
Juniperus virginiana pyramidalis	8-10 xx	40e	38e
Larix europea	6-8 o	3e	2e
Libocedrus decurrens	2-4 o	3je	2je
Pachysandra terminalis	6-8 x	6e	4je
Picea canadensis	6-8 o	4je	3je
Picea canadensis	8-10 x	12je	11je
Picea canadensis albertiana	4-6 o	4je	3je
Picea canadensis albertiana	4-6 x	10e	9e
Picea engelmannii	4-6 o	4je	3je
Picea excelsa	4-6 o	2je	1je
Picea excelsa	8-10 x	10e	9e
Picea omorica	4-6 o	7je	6je
Picea pungens	4-6 o	4je	3je
Picea pungens	8-10 x	17je	16je
Pinus montana uncinata	4-6 o	3je	2je
Pinus mughus	6-8 x	14e	13e
Pinus nigra	4-6 x	4e	3e
Pinus resinosa	4-6 o	4e	3e
Pinus strobus	4-6 o	3e	2e
Pinus strobus	6-8 x	9e	8e
Pinus sylvestris	4-6 o	2je	1je
Pinus sylvestris	8-10 x	9e	8e
Pseudotsuga douglasii	4-6 o	4je	3je
Pseudotsuga douglasii	8-10 x	17je	16je
Taxus canadensis	6-8 x	10e	9e
Taxus cuspidata	4-6 x	20e	19e
Taxus cuspidata nana	4-6 x	20e	19e
Thuja occidentalis	6-8 x	6e	5e
Thuja occidentalis	10-12 xx	10e	8je
Thuja occidentalis douglasii aurea	8-10 x	15e	14e
Thuja occidentalis douglasii pyramidalis	4-6 x	11e	10e
Thuja occidentalis douglasii pyramidalis	8-10 x	15e	14e
Thuja occidentalis globosa	6-8 x	14e	13e
Thuja occidentalis hoveyi	8-10 x	15e	14e
Thuja occidentalis little gem	6-8 xx	25e	24e
Thuja occidentalis lutea	6-8 x	15e	14e
Thuja occidentalis pyramidalis	4-6 x	10e	9e
Thuja occidentalis pyramidalis	8-10 x	15e	14e
Thuja occidentalis rosenhallii	4-6 x	15e	14e
Thuja occidentalis wareana	4-6 x	11e	10e
Thuja occidentalis wareana	6-8 x	15e	14e
Thuja occidentalis woodwardii	6-8 x	15e	14e
Thuja orientalis	6-8 o	4e	3e
Thuja orientalis aurea conspicua	6-8 x	20e	19e
Thuja orientalis aurea nana	6-8 x	15e	14e
Thuja orientalis bonita	6-8 x	15e	14e
Thuja orientalis compacta	6-8 x	15e	14e
Thuja orientalis pyramidalis	6-8 x	15e	14e
Tsuga canadensis	6-8 x	16je	15e

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